Volume : 3 | Issue : 4 | April 2014 • ISSN No 2277 - 8160



Research Paper | Management

A Study on Apparels' Impulse Buying Behavior of Engineering Students in Indore City

*** Dr. Vishal Soni**	Professor and HoD, Swami Vivekanand College and Engineering, Indore Approved by AICTE and Affiliated to RGPV, Bhopal and DAVV, Indore, M. P. * Corresponding Author
Dr. Harish B. Bapat	Director Academics & Corporate Communications, Vindhya Group, Indore, Approved by AICTE and Affiliated to RGPV, Bhopal and DAVV, Indore, M. P.
Dr. Vinayak Khare	Hod – Dept. of Management Studies & Training & Placement Cell, Malwa Group, Indore

ABSTRACT

Today's fierce competition and the similarity of merchandise force each segment of the apparel industry to utilize merchandising to improve the desirability of products. Apparel retailers, especially, place more importance on visual merchandising to differentiate their offerings from others'. Researchers found that impulse buyers usually do not set out with the specific purpose of visiting a certain store and purchasing a certain item; the behavior

occurs after experiencing an urge to buy and such behaviors are influenced by internal states and environmental/external factors. This study will study the influence of different variable on apparel impulse buying behavior for engineering students in Indore city. This will explore newer and innovative ways to understand the behavior in apparel industry.

KEYWORDS : Impulse Buying, Buying Behavior, Apparels Study

Introduction

Indore city is considered to be a growing metro after Mumbai and Delhi cities, for the last 10 years Mall culture has flourished in India leaving a deep impact on various cities so Indore which is said to be a Industrial Capital of state was also not left behind , during late 90's with the arriving of Globus store mall and retail culture arrived in Indore and its still continuing with the Arriving of Treasure Island, Orbit, C21 Mall, etc. Giving big opportunities to the various retail chain of Metro like MAX, Pantaloon, Bigbazzar with the beginning of management education culture and various colleges related to management Indore city has also became a education hub of MP where students from various city (even states) are coming adopting the culture of the city leaving the traditions behind which leads them to purchase of appropriate apparel to suit the culture of the city, Some time it also leads to the buying and purchasing of apparels in and impulsive manner, the present study targeted towards understanding the buying behavior of the Engineering students of Indore towards purchase of apparels n clothing and finding out the various factors and variables that influence their buying behavior, The study will involve all the students of Engineering courses, and analysis will be made regarding their attitude towards buying of apparels. It also attempts to analyze that is there any impact family income on buying behavior also to find out that how frequently they are buying apparels what are their preferences regarding the shopping places.

Understanding Buying Behavior

The term buying behavior refers to the attitude of a customer or consumer behavior towards purchase of a particular product, this buying behavior is influence by a number of factors.

Defining Impulse Buying Behavior

Impulse buying occur when a consumer experiences a sudden powerful and persistent urge to buy something immediately Impulse buying is defined as a Buying action undertaken without the problem having been previously recognized or a buying intention formed prior to entering the store the items purchased whose Decisions were made after entering the store are impulse purchases An impulse purchase or impulse buy is an unplanned decision to buy a product or service, made just before a purchase one who tends to make such purchases is referred to as an impulse purchaser or impulse buyer. Research findings suggest that emotions and feelings play a decisive role in purchasing, triggered by seeing the product or upon exposure to a well crafted promotional message.

Literature Review

According Kim Jiyeon (BFA, American Intercontinental University, 2000) in his research paper "College Students' Apparel Impulse Buying Behaviour in Relation to Visual Merchandising" explained that due to increasing competition and the similarity of merchandise, retailers utilize visual merchandising to differentiate their offerings from others' as well as to improve the desirability of products. The purpose of this research is to examine the relationship between college students' apparel impulse buying behaviours and visual merchandising.

According to Han K. Yu, Morgan A. George, Kotsiopulos Antigone and Pal Kang Jikyeong ("Impulse Buying Behavior of Apparel Purchasers"(Sage Publication,1991) compared three samples of female consumers (textiles and clothing [TC] and non-TC students and older non-student consumers) *on four* impulse buying dimensions and planned buying, other shopping behaviors, and demographic characteristics. The study also identified possible predictor variables of impulse buying. Non-student consumers were most likely to be planned buyers while students were most likely to be impulse buyers. Comparisons of the three groups of consumers on other shopping behaviors and demographic variables further supported the proposition that these groups made up different market segments. The TC students may represent young consumers especially interested in apparel. Multiple regression analyses revealed that impulse buying behavior could be predicted from other shopping behaviors and demographic variables, especially for the student groups. The findings provide a conceptual and empirical analysis of impulse buying and identify how specific variables are related to each of four dimensions of impulse buying.

According to Park Joo Eun, Kim Young Eun, Forney Cardona Judith ("A structural model of fashion-oriented impulse buying behaviour", Journal of Fashion Marketing and Management, (2006), Vol. 10 Issue: 4, pp.433 – 446,10.1108/Emerald Group Publishing Limited) explained the Fashion involvement and positive emotion had positive effects on consumers' fashion-oriented impulse buying behavior with fashion involvement having the greatest effect. Hedonic consumption tendency was an important mediator in determining fashion-oriented impulse buying.

"Impact of demographics on online buying behaviour towards different products", International Journal of Electronic Finance, Turkey (Volume 3, Number 3 / 2009 Pages: 284 – 296) by Sakkthivel A.M. aims to identify the impact of demographics on consumer buying behaviour towards online purchase of different products based on the involvement and investment (High, Medium and Low). It attempts to unearth the impact of the demographics on online purchase which is at present

relatively limited. It would help the marketers to identify the demographic profile of consumers which is otherwise not known due to the intangible nature of internet. The findings would help the marketers to design their offerings based on the demographic profile of online consumers and would help the online marketers to identify and segment the online consumers which will enhance their focus and eventually leads to financial growth.

Objective

To study the influence of different variables on apparel impulse buying behavior Research Methodology

Hypothesis formulated:

Alternative hypotheses were developed to investigate relationships between Engineering students' tendency to purchase on impulse on the basis of window display, in-store form/mannequin display and floor merchandising.

H1a. Engineering students who purchase on impulse are influenced by window displays.

H1b. Engineering students who purchase on impulse are influenced by in-store form/mannequin display.

H1c. Engineering students who purchase on impulse are influenced by floor merchandising.

Sample Size:

The sample in this study is focused on Engineering students of Indore city. They represent a significant consumer group for the fashion market in Indore. A convenience sample of sample size 150 was drawn from various colleges of Indore city. A total of 136 usable questionnaires were obtained.

Questionnaire were designed on one dependent and three independent variables i.e. impulse buying and window display, in-store form/ mannequin display and floor merchandising. It was hypothesized that these variables influence shoppers to buy on impulse. Each independent variable was comprised of at least three questions designed to measure each variable. Responses were recorded using five-point scale with choice options of never=1 to frequently=5.

Statistical tool:

Preliminarily reliability were assessed by Cronbach's alpha value of 0.82 established good inter-item reliability between items for each construct. For hypotheses testing, linear regression was used.

Data Analysis and Interpretation

Hypotheses and conclusion with R value and F-values from regression analysis:

For Hypothesis H1, H2 & H3 the values of R is 0.241, 0.446 and 0.111 and the F value is 0.005, 0.000 & 0.200 respectively thus the analysis shows that two out of the three hypothesis H1 & H3 are not accepted and hypothesis H2 is accepted.

Table No. 1: Source Primary Data

Hypothesis	R value	F value	Conclusion
H1. College students who purchase on impulse are more likely influenced by window displays.	.241	.005	The hypothesis is not accepted although window display impacts engineering student's impulse buying behavior by 24.1%.
H2. College students who purchase on impulse are more likely influenced by in-store form/ mannequin display.	.446	.000	The hypothesis is accepted and in-store form has highest impact on engineering student's impulse buying behavior i.e. 44.6%.
H3. College students who purchase on impulse are more likely influenced by floor merchandising.	.111	.200	The hypothesis is not accepted although floor merchandising has very less impact on engineering student's impulse buying behavior i.e. by 11.1%.

Conclusions and Recommendations

Conclusions

Impulse buying is a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product or to fulfill a specific buying task (Rook, 1987). Researchers have attempted to determine if consumers' who frequently engage in impulse buying behavior have some common personality traits. This study further investigated some external factors that influence impulse buying behavior. In attempt to examine this relationship, this study primarily tried to explain the relationship between Engineering students' impulse buying behavior and various types of visual merchandising. An important finding of this study was that window display, mannequin display and floor merchandising certainly influence college students' impulse buying behavior. The results proved that there were significant relationships between college students' impulse buying behavior and in-store form/mannequin display. When consumers are exposed to these visual stimuli, they more likely make purchase decisions on impulse. This suggests that these visual merchandising practices, serving as stimuli that provoke a desire that ultimately motivates a consumer to make an unplanned purchase decision upon entering the store, significantly influence consumers' impulse buying behaviors.

Recommendations for Future Research

If the retailers focus on the mannequin display, the sales of the apparel can be increased. As mentioned, the clothing featuring a new style or design on display can tend the consumers to buy the product. The clothing of consumer's choice on display also attracts the consumers to buy the apparel. Because impulse buying behavior was strongly related to emotional/affective reactions and behavior despite of the possible fact that it might have been more likely influenced by external factors, the combination of quantitative and qualitative research methods (e.g., observational or experimental research methods) is recommended for future research.



Dr. Vishal Soni -Professor and Head of Department-MBA, Swami Vivekanand College of Engineering, Indore, M.P, India. Dr. Soni is an MBA and has Ph.D. in Management from Institute of Management Studies (IMS) DAVV, Indore. Dr. Soni has 14 plus years of academic and corporate experience. He has worked with leading concerns such as EBotTechnosoft, Shreya Life Sciences, MRSCPS, PIPS& SIMS & PGOI. Teaching, Coaching, Mentoring and Corporate Training are the interest area for him. Dr. Vishal has been interviewed by AAJ Tak & Zee TV. Various research papers are to his credit. Dr.Vishal Soni is a well-known coach & mentor for various organizations and has conducted many National Seminars, Conferences, Faculty Development Programs, Executive Development Programs, Workshops, Entrepreneurship Development Programs and Management Development Programs. He is also on the advisor board of Society of Mathematical Development.



Dr. Harish B. Bapat (Director Academics and Corporate Communications, Vindhya Group, Indore) Dr. Harish B. Bapat is a dual post-graduate in Management and Law From the prestigious Devi Ahilya University, Indore (M.P.).He has done full time residential FDP from Indian Insti-

tute of Management (Indore). He did his Ph.D. in Management from IMS,DAVV,Indore(M.P.) The topic of his Doctoral research was "A Study of Marketing Practices in Professional Education" He is currently Director(Academics) & Head(Corporate Communications) at Vindhya Group of Institutes. Prior to joining Vindhya he taught at various technical and management education institutes. He had also worked as HOD (Management Programs) at Wigan& Leigh College U.K. (Indore Campus).He has a vast teaching experience and his teaching and research interests are in Marketing, Business Law, IPR's, and Operations Management etc.

He has authored various case studies and research papers on diversified topics. His case study 'Fresh Revolution' based on Reliance Fresh has received special mention at IIMC. Another case study developed by him is on Tata's Nano which was selected for presentation at Welingkar institute of Management, Mumbai it was among top four case studies selected from all over India. He has conducted several workshops and faculty development programs at various prestigious management Institutes.



Dr.Vinayak Khare (Hod – Dept. Of Management Studies & Training n Placement Cell, Malwa Group, Indore) Dr.Vinayak Khare is post graduate in Management from Devi Ahilya University, Indore (M.P.). He has completed his Diploma in Systems Management from National Institute of Information Technology (NIIT, Delhi). He did his Ph.D in Management from Nagpur University. The topic of his Doctoral Research was "Impact Of Information Technology Enabled Services on Indian Software Market with Special Focus on BPO of USA & UK". He is currently Head- Management Dept. & Head (Training n Placements) at Malwa Group of Institutes, Indore. Prior to Malwa, he worked as a Reader In Medi-Caps Institute of Technology Management, Indore. There he taught various Management subjects. Here apart from academics he was a Management Representative for ISO Certification. He has got 11 years of Industry Experience in IT companies in Mumbai. There he was handling Channel Sales, Dealer Network , and Major Accounts.

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